

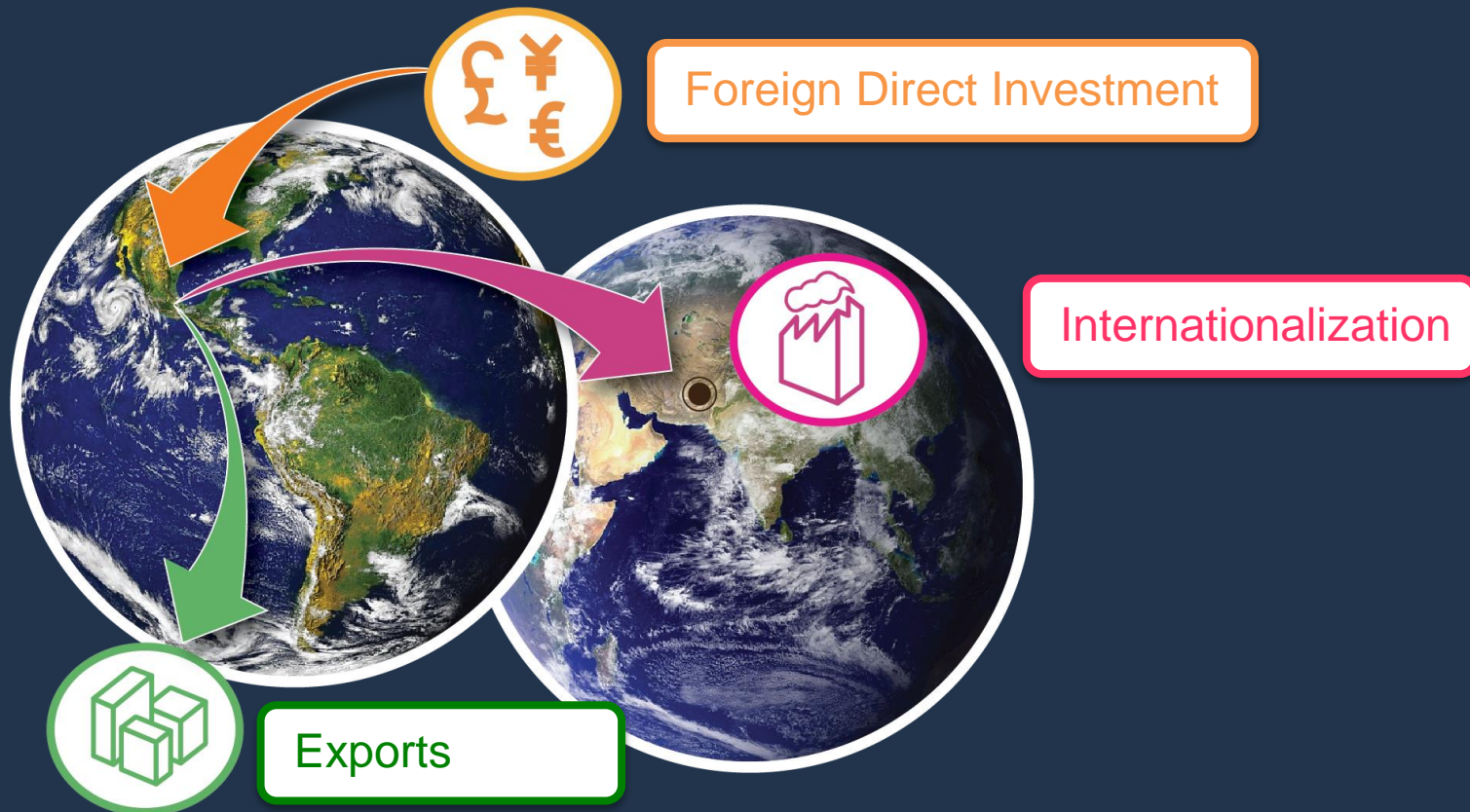


ARKANSAS: A TRUE ALLY FOR MEXICO

October 23rd, 2018

WHAT IS PROMÉXICO?

Entity of the Mexican federal government looking for...



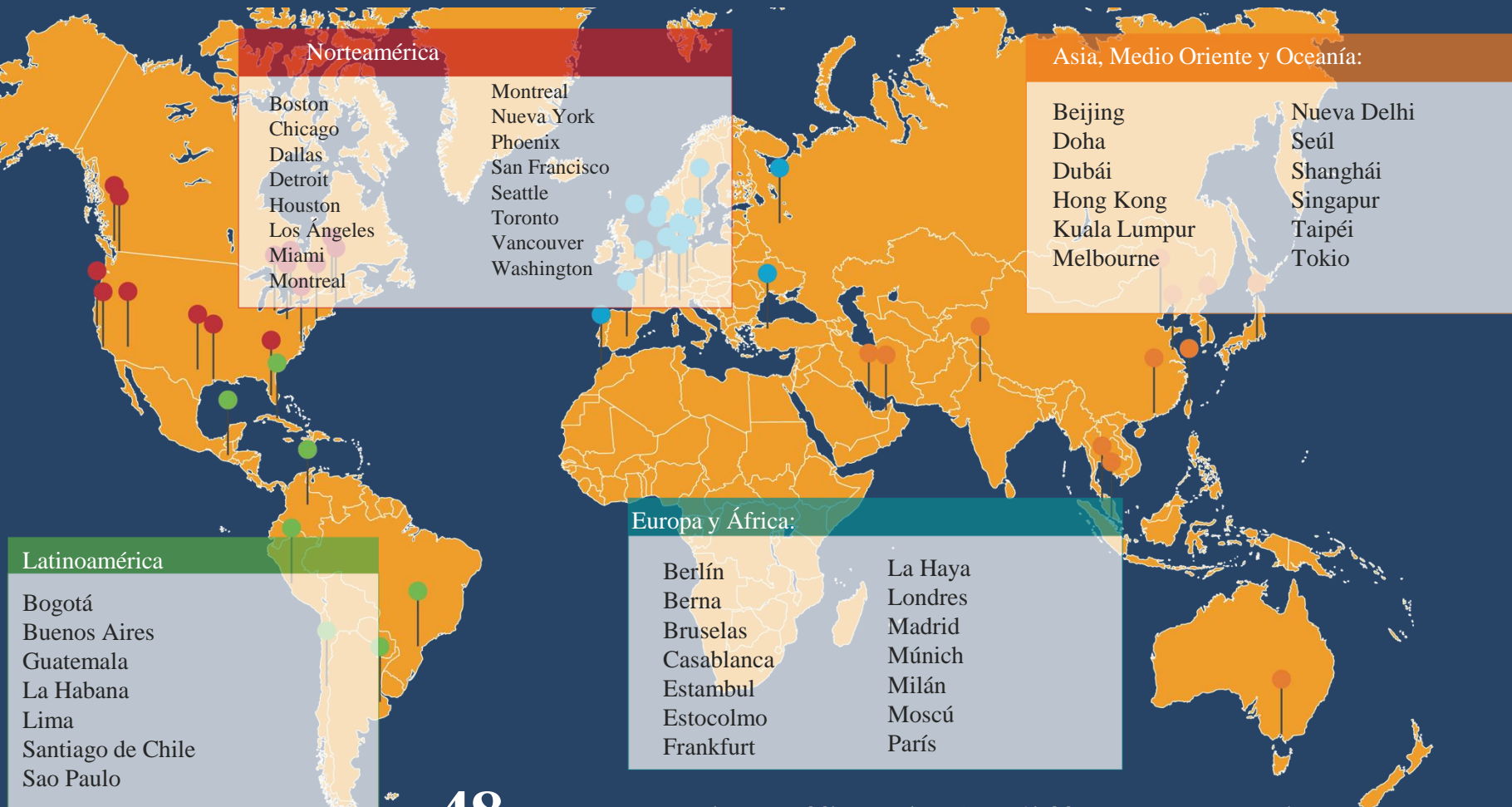
OUR NATIONAL NETWORK



29

Representation
offices in
Mexico

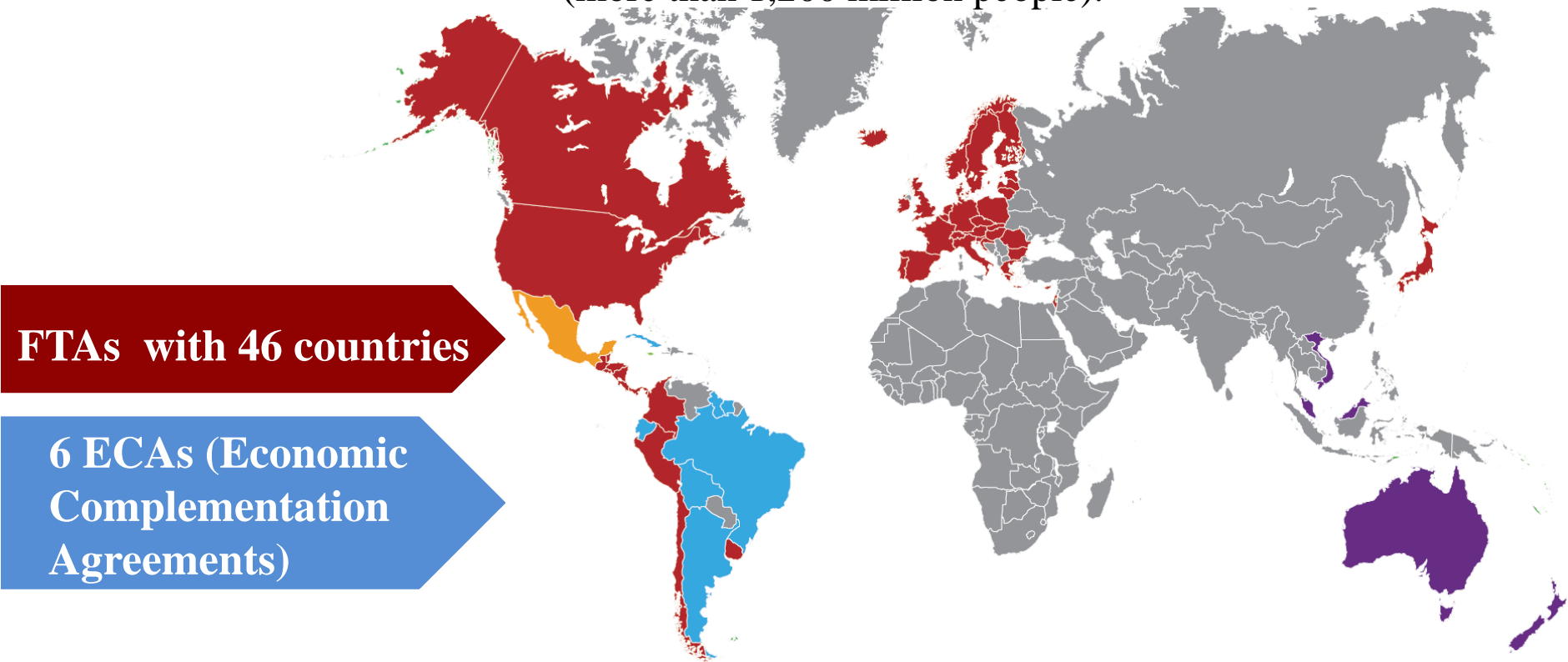
OUR GLOBAL NETWORK



48 representation offices in 31 different countries

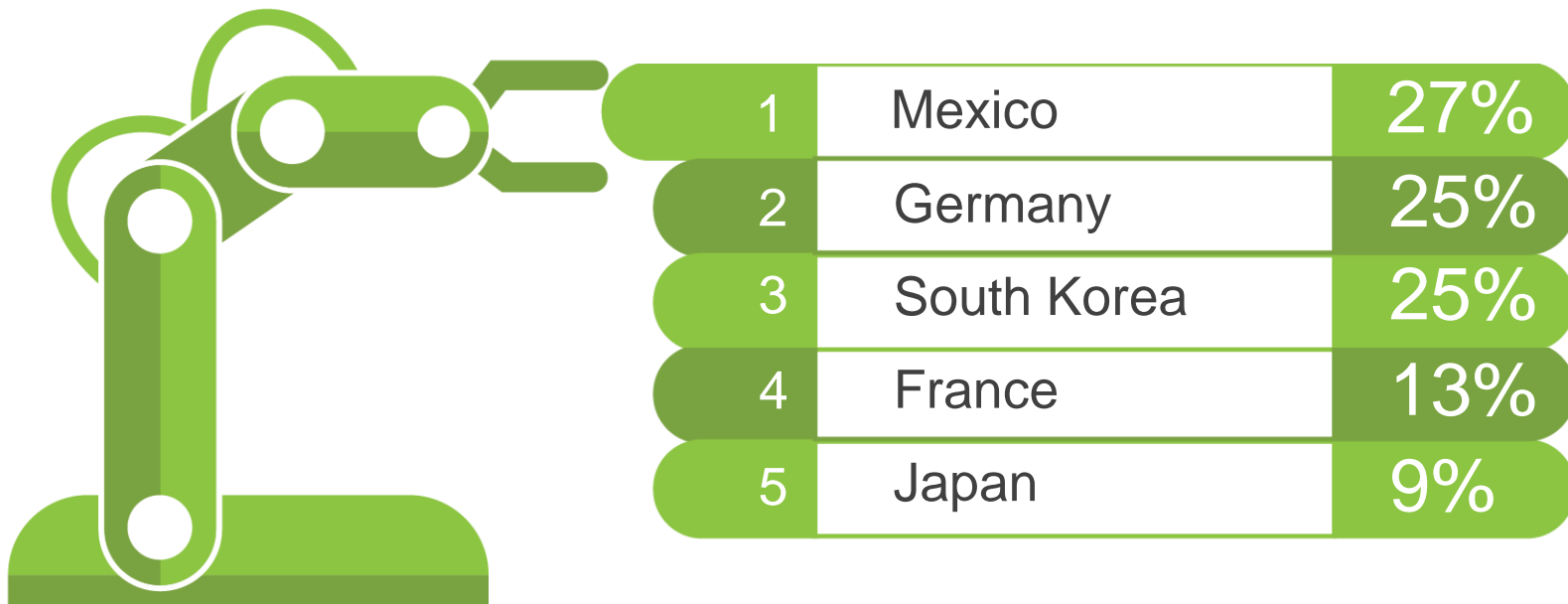
MEXICO: THE GATEWAY OF THE AMERICAS

Through its network of free trade agreements, Mexico has privileged access to 46 countries (more than 1,200 million people).



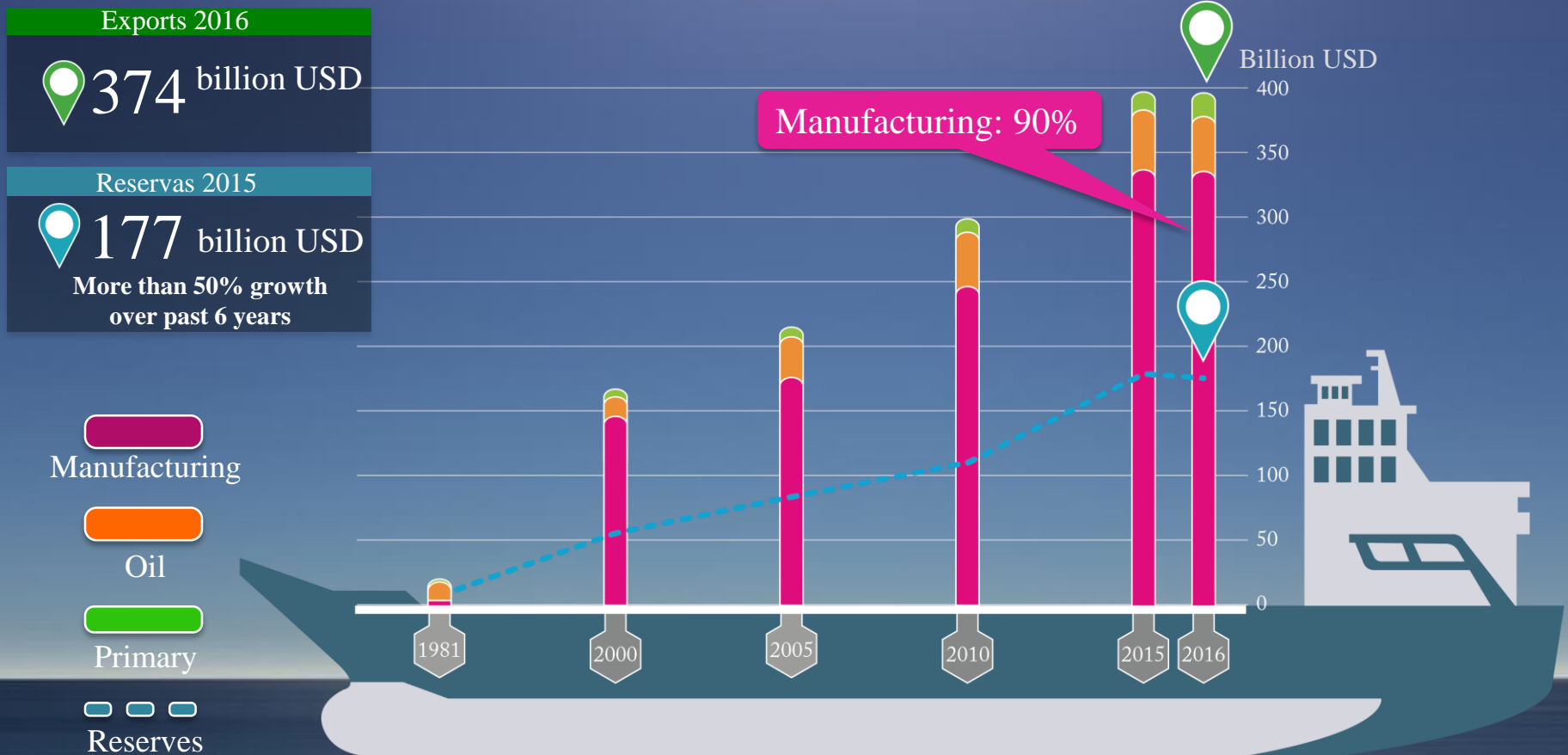
A SOPHISTICATED ECONOMY

Exports of medium and high technology manufactures
as percentage of GDP (2016)

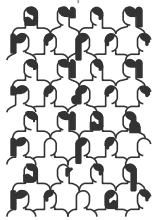


SOLID MACROECONOMIC ENVIRONMENT

Evolution of exports and international reserves in Mexico (1995-2016)



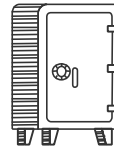
10 STRENGTHS ABOUT MEXICO



Demography



Size of the economy



Macroeconomic strengths



Top tourism destination



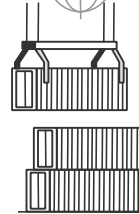
Productivity



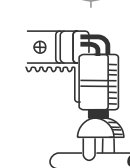
Cost effectiveness



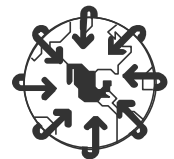
An open economy



Exporting powerhouse



Manufacturing powerhouse



Attractive FDI destination

ARKANSAS-MEXICO TRADE BALANCE

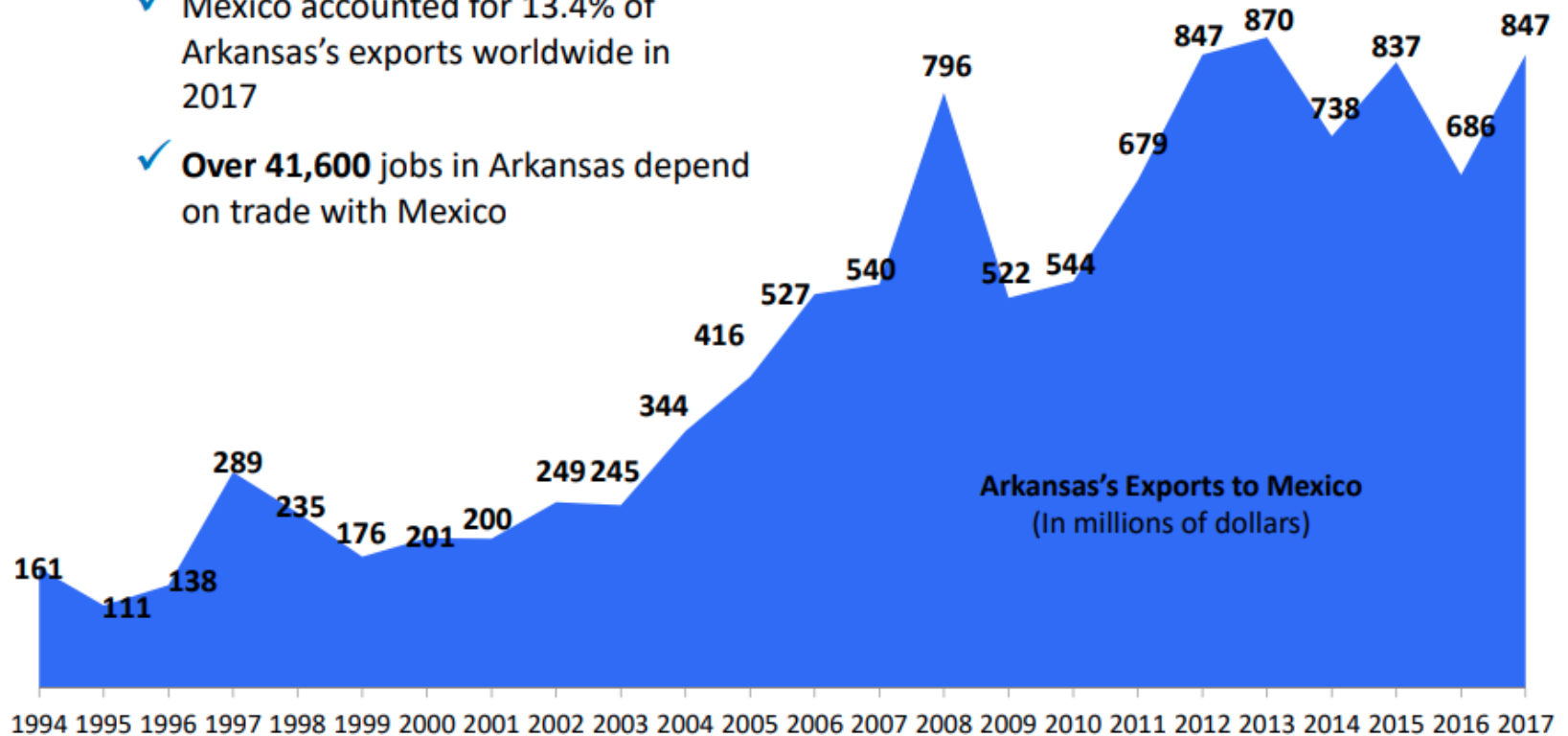
- In 2017, trade between Arkansas and Mexico surpassed **\$1.5 billion**
- Mexico is Arkansas's 2nd largest export market



Source: Mexico's Ministry of the Economy, Trade and NAFTA Office in Washington, DC with data from wisertrade.org (2017).

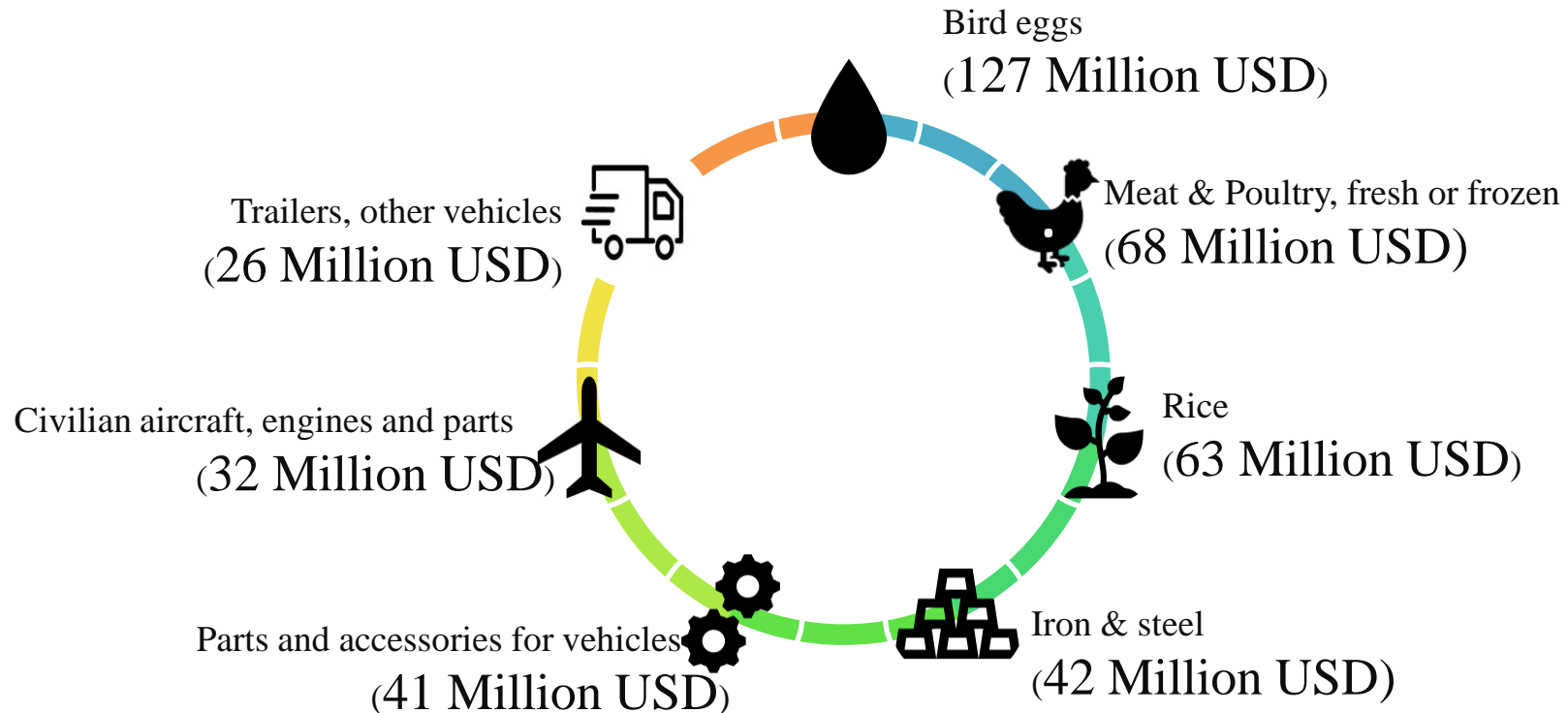
ARKANSAS'S EXPORTS TO MEXICO SINCE NAFTA

- ✓ **710%** increase in Arkansas' exports to Mexico under NAFTA
- ✓ Mexico accounted for 13.4% of Arkansas's exports worldwide in 2017
- ✓ **Over 41,600** jobs in Arkansas depend on trade with Mexico



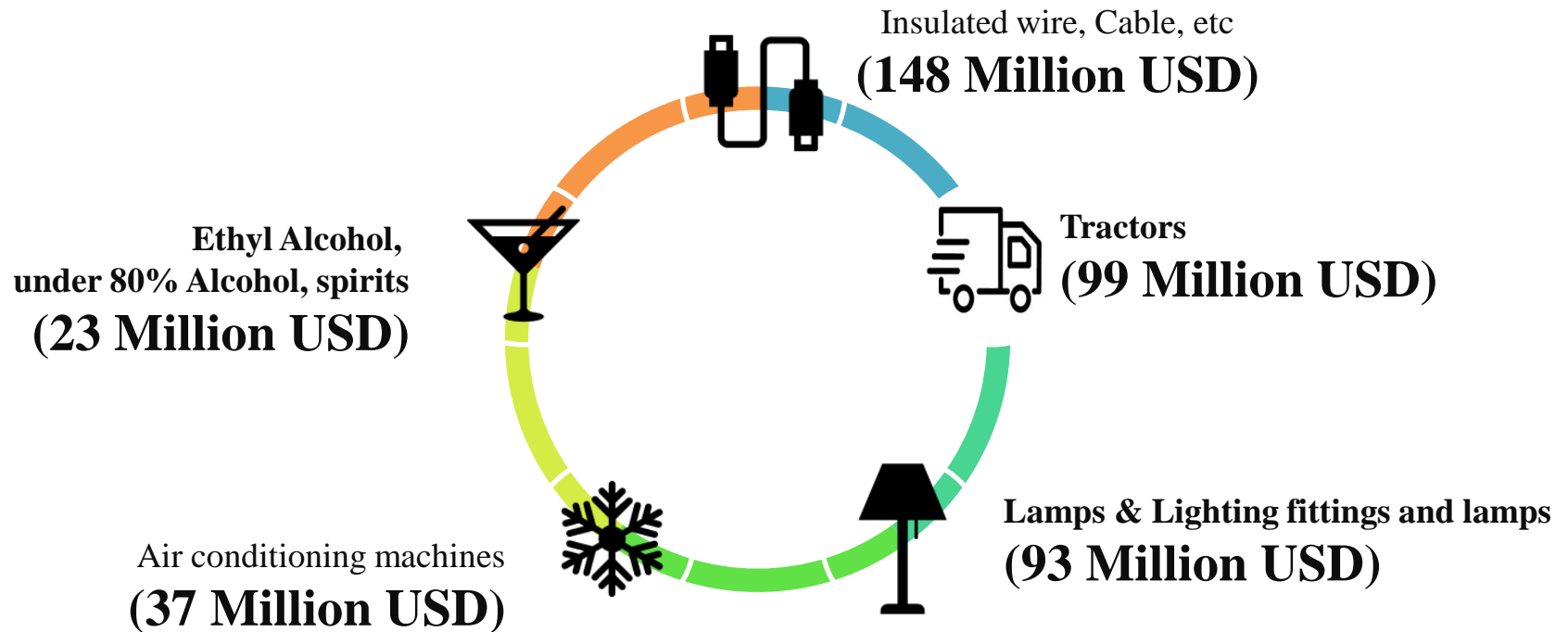
Sources: Mexico's Ministry of the Economy, Trade and NAFTA Office in Washington, DC with data from wisertrade.org (2017), Jobs figures are from 2014, according to Growing Together: Economic Ties between the United States and Mexico, Mexico Institute, Woodrow Wilson International Center for Scholars, 2016.

IMPORTS OF MEXICO FROM ARKANSAS



Total est. 2017: \$ 847 Million USD

EXPORTS FROM MEXICO TO ARKANSAS



Total est. 2018: \$ 662 Million USD

ARKANSAN COMPANIES IN MEXICO



Dillard's

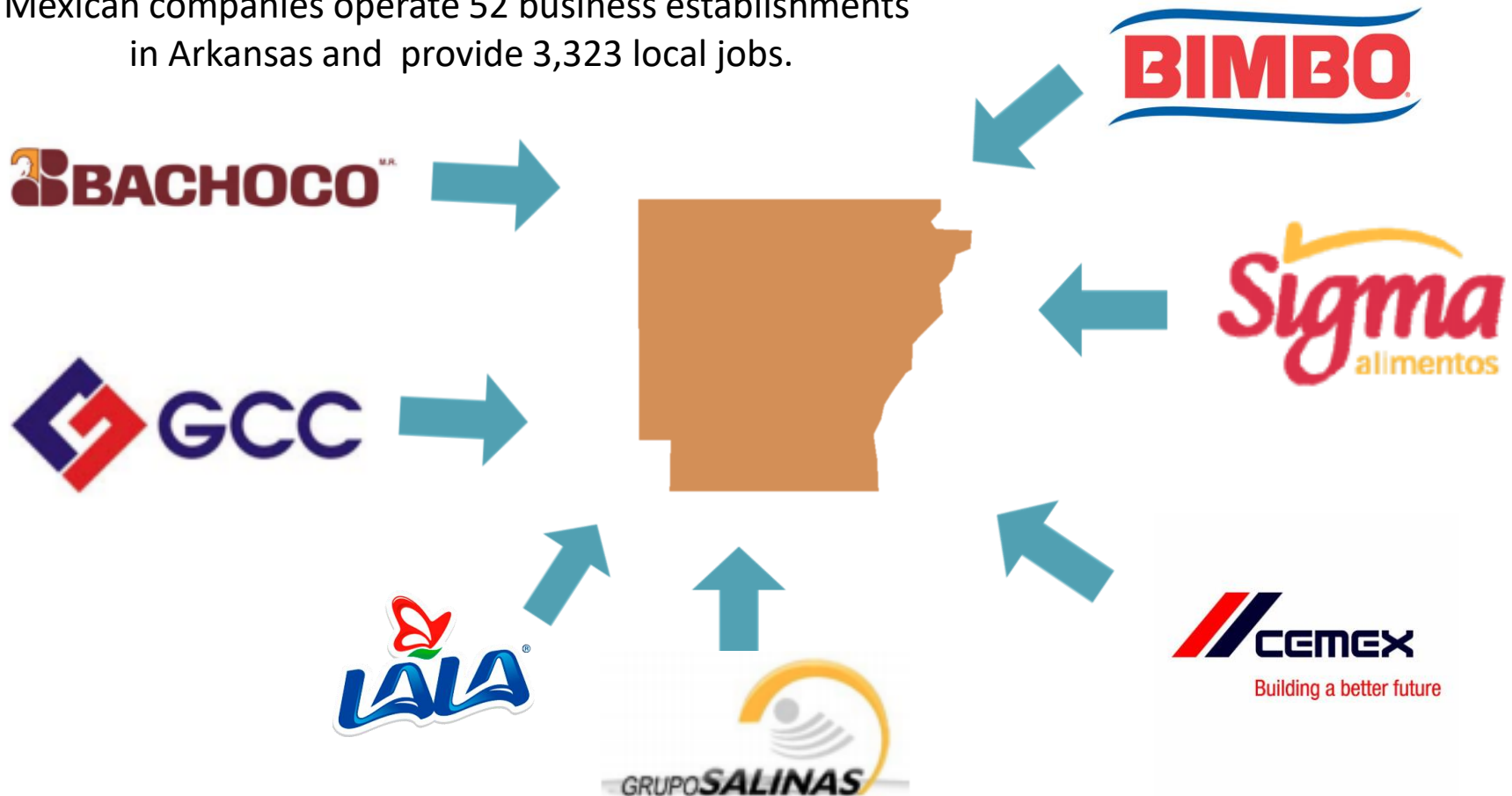


Walmart



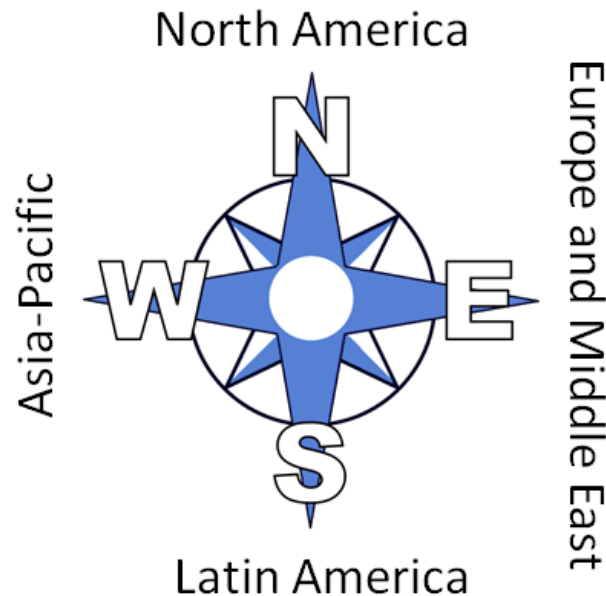
MEXICAN INVESTMENT SUPPORTS JOBS IN ARKANSAS

Mexican companies operate 52 business establishments in Arkansas and provide 3,323 local jobs.



STRENGTHEN THE PRESENCE OF MEXICO GLOBALLY, TO DIVERSIFY MARKETS AND FIND MORE SOURCES FOR FDI.

Modernize NAFTA



Asia-Pacific Integration

- TPP-11.
- Bilateral trade agreements with the TPP countries.
- Use the Pacific Alliance platform.

Modernize Free Trade Agreements with Europe.

- Mexico-European Union Free Trade Agreement (TLCUEM).
- European Free Trade Association (AELC).

Strengthen the Pacific Alliance and Agreements

(Chile, Colombia y Perú)

(Brazil, Argentina)

NAFTA MODERNIZATION: SHOW TRADE NOWADAYS AND ECONOMIC NEW CONDITIONS...

...From a **trilateral perspective**
(negotiations must be trilateral) ...

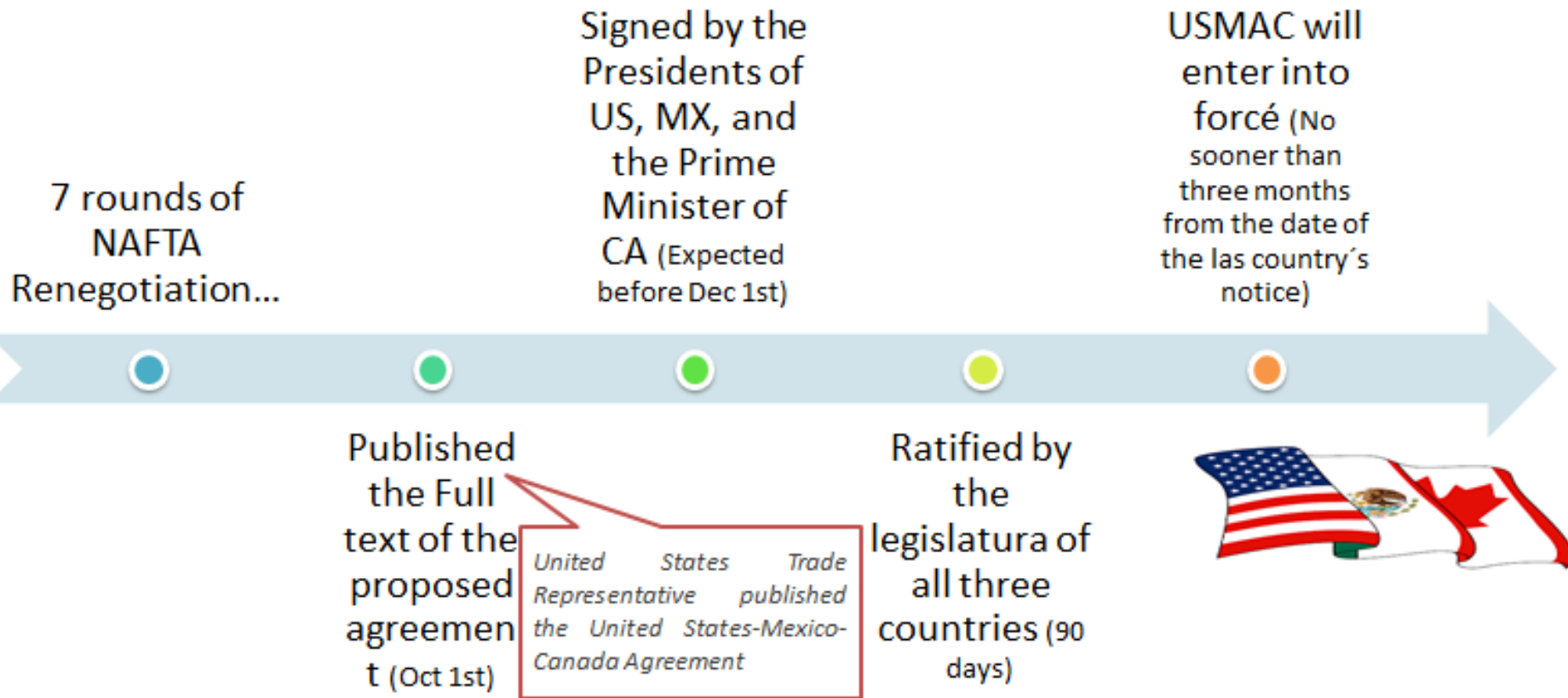
... Based on **three main topics**:

1. All three parts must recognize NAFTA has benefited **all three**.
2. Acknowledgment that after 23 years of its existence, there are things **that can be improved**.
3. The negotiation must remain with a **win-win-win focus**.



... Anything that could **damage or jeopardize** all that has been gained with NAFTA must be rejected. (duties, quotas or any other form of trade tariff).

MODERNIZATION OF NAFTA: TIMELINE.



KEY PROVISIONS OF THE USMCA



Energy



Telecom



Minimis
Shipment Values



Financial Services



Intellectual Property



Agriculture



Trade in Services



Automotive



Government Purchases



Review Clause



Digital Commerce



Anti-Corruption



Dispute Resolution

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